

1 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V3 Comment Changed, Rate Changed										
		V7 Comment Changed, Spots/week Changed										
	*5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	3	1	3	\$1,500.00	
		Sales Remark: V7 1X NA										
		V3 Comment Changed, Rate Changed										
		V7 Comment Changed, Spots/week Changed										
	*6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
		Sales Remark: V7 1X NA										
		V3 Comment Changed, Rate Changed										
		V7 Comment Changed, Spots/week Changed										

Traffic Order# 53876

Printed: 09/05/2012 3:53 PM  
Last Received: 09/05/2012 3:46 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

<b>Station</b>	WKRC-TV CINCINNATI, OH
<b>Advertiser</b>	( ) POLITICAL
<b>Product</b>	BROWN 4 SENATE
<b>Estimate#</b>	
<b>Buyer</b>	MIKE DETTORE
<b>Phone#</b>	
<b>Fax#</b>	

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103

Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

**Salesperson Phone#** 202-955-5342  
**Salesperson FAX#** 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	3	1	3	\$1,200.00	
		Sales Remark: V7 1X NA										
		V3 Comment Changed, Rate Changed										
		V7 Comment Changed, Spots/week Changed										
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	
		V3 Comment Changed, Rate Changed										
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
		V3 Added										
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
		V3 Added										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		V3 Added										
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
		V3 Added										
	*14	TH-F	1135P-1235A	LETTERMAN	:30	\$250.00	09/06-09/07	1	1	1	\$250.00	
		Sales Remark: V7 MKGD										
		V7 Added										
	*15	SA	1135P-1205A	2.5 MEN	:30	\$200.00	09/08-09/08	1	1	1	\$200.00	
		Sales Remark: V7 MKGD										
		V7 Added										

Rep Order# 9810509 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 53876

Printed: 09/05/2012 3:53 PM  
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3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	TH-F	6A-630A	NEWS	:30	\$250.00	09/06-09/07	2	1	2	\$500.00	
		Sales Remark: V7 MKGD V7 Added										
	*17	TH-F	530A-6A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	
		Sales Remark: V7 MKGD V7 Added										
	*18	TH-F	5A-530A	NEWS	:30	\$200.00	09/06-09/07	2	1	2	\$400.00	
		Sales Remark: V7 MKGD V7 Added										

---REPORT TOTALS---

Report Totals: 45 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$19,670.00  
Sales Totals: 45 / \$19,670.00  
Station Totals: 45 / \$19,670.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPG	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

**Traffic Order# 53976`**

Printed: 09/05/2012 9:00 AM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station	WKRC-TV CINCINNATI, OH
Advertiser	( ) POLITICAL
Product	BROWN 4 SENATE
Estimate#	
Buyer	MIKE DETTORE
Phone#	
Fax#	

Agency ( ) SHORR JOHNSON MAGNUS  
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Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

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Salesperson Phone# 202-955-5342  
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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 4-7 mg this week  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
		V3 Comment Changed, Rate Changed										
	*4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
		Station Remark: V6 1x ba 9/9 no news mg th/fri 1135-1235a dave 9/6-9/7 1x @ 250. & 1x sat 1135p-1205a 9/8 1x @ 200. men										
		V3 Comment Changed, Rate Changed										
	*5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	4	1	4	\$2,000.00	
		Station Remark: V6 1x na 9/10 no news mg th/fri 6-630a news 2x @ 250. each 96-9/7										
		V3 Comment Changed, Rate Changed										

Rep Order# 9810509 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 53976

Printed: 09/05/2012 9:00 AM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	
		Station Remark: V6 1x na 9/10 sched change mg th/fri 530-6a news 9/6-9/7 2x @ 200. each										
		V3 Comment Changed, Rate Changed										
	*7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	
		Station Remark: V6 1x na 9/10 sched change mg th/fri 5-530a news 9/6-9/7 2x @ 200. each										
		V3 Comment Changed, Rate Changed										
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	
		V3 Comment Changed, Rate Changed										
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
		V3 Added										
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
		V3 Added										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		V3 Added										
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
		V3 Added										

---REPORT TOTALS---

Report Totals: 41 / \$19,670.00

Rep Order# 9810509 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 53976

Printed: 09/05/2012 9:00 AM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,670.00  
Sales Totals: 41 / \$19,670.00  
Station Totals: 41 / \$19,670.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, September 04, 2012 4:56 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

**Order Information:**

Order #: 53876  
Order Total: \$19,670.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09810509  
Flight Dates: 09/05/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (53876-4-1):**

Rate: \$450.00  
Air Date: Sun 09/09/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Th-Fr 11:31P-12:35A  
on 9/6-5/7 @ \$260 \$  
1x Sat 11:31P-12:28A on  
9/8 @ \$200

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, September 04, 2012 4:27 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

**Order Information:**

Order #: 53876  
Order Total: \$19,670.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09810509  
Flight Dates: 09/05/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (53876-5-1):**

Rate: \$500.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: 6p Local 12 News at Six  
Inventory Description: 6p Local 12 News at Six  
Inventory Code Time: 6:00 PM-6:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

2x Pre-empt  
6-6:30A @ 2h each  
on 9/6-9/7



## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, September 04, 2012 4:28 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

**Order Information:**

Order #: 53876  
Order Total: \$19,670.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09810509  
Flight Dates: 09/05/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (53876-6-3):**

Rate: \$400.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: M-F 7p-730p  
Inventory Description: M-F 7p-730p  
Inventory Code Time: 7:00 PM-7:30 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

2x Th-Fr  
\$30.6A @ \$200 each  
9/6-9/7

**Connell II, Jim**

---

**From:** dmcullah@wkrc.com  
**Sent:** Tuesday, September 04, 2012 4:28 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

**Order Information:**

Order #: 53876  
Order Total: \$19,670.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09810509  
Flight Dates: 09/05/12 - 09/10/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (53876-7-1):**

Rate: \$400.00  
Air Date: Mon 09/10/12  
Eligible Days: M-WThF----  
Inventory Code: M-F 730p-8p  
Inventory Description: M-F 730p-8p  
Inventory Code Time: 7:30 PM-8:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

2x Th. Fr  
5-5:30p @ \$200 each  
on 9/6-9/7

1 of 3

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--- REMARKS ---

CF V 3

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	W-F,M	7A-8A	EARLY SHW V3 Comment Changed, Rate Changed	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	*2	W-F,M	630A-7A	NEWS V3 Comment Changed, Rate Changed	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
	*3	W-F,M	8A-9A	EARLY SHW V3 Comment Changed, Rate Changed	:30	\$125.00	09/05-09/10	4	1	4	\$500.00	
	*4	SU	630P-7P	NEWS V3 Comment Changed, Rate Changed	:30	\$450.00	09/09-09/09	1	1	1	\$450.00	
	*5	W-F,M	6P-630P	NEWS V3 Comment Changed, Rate Changed	:30	\$500.00	09/05-09/10	4	1	4	\$2,000.00	
	*6	W-F,M	7P-730P	INSIDE V3 Comment Changed, Rate Changed	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	
	*7	W-F,M	730P-8P	ET V3 Comment Changed, Rate Changed	:30	\$400.00	09/05-09/10	4	1	4	\$1,600.00	

Rep Order# 9810509 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 53976

Printed: 09/04/2012 3:05 PM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Rep & Sta Revised Lines

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Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
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	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4	1	4	\$1,000.00	
		V3 Comment Changed, Rate Changed										
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6	1	6	\$4,800.00	
		V3 Comment Changed, Rate Changed										
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
		V3 Added										
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2	1	2	\$120.00	
		V3 Added										
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2	1	2	\$800.00	
		V3 Added										
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1	1	1	\$300.00	
		V3 Added										

---REPORT TOTALS---

Report Totals: 41 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,670.00

Sales Totals: 41 / \$19,670.00

Station Totals: 41 / \$19,670.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Rep Order# 9810509 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 53976

Printed: 09/04/2012 3:05 PM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Rep & Sta Revised Lines

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Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

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Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
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Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

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Rep Firm  
Sales Office ( ) WASHINGTON  
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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/05-09/10	4 P3	1	4	\$500.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*2	W-F,M	630A-7A	NEWS	:30	\$250.00	09/05-09/10	4 P3	1	4	\$1,000.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/05-09/10	4 P3	1	4	\$500.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*4	SU	630P-7P	NEWS	:30	\$450.00	09/09-09/09	1 P3	1	1	\$450.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*5	W-F,M	6P-630P	NEWS	:30	\$500.00	09/05-09/10	4 P3	1	4	\$2,000.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*6	W-F,M	7P-730P	INSIDE	:30	\$400.00	09/05-09/10	4 P3	1	4	\$1,600.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										

Rep Order# 9810509 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 09/04/2012 1:32 PM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Lines

2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	W-F,M	730P-8P	ET	:30	\$400.00	09/05-09/10	4 P3	1	4	\$1,600.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*8	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/05-09/10	4 P3	1	4	\$1,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*9	W-M	11P-1135P	NEWS	:30	\$800.00	09/05-09/10	6 P3	1	6	\$4,800.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*10	M	7P-10P	BENGALS	:30	\$5,000.00	09/10-09/10	1 P4	1	1	\$5,000.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*11	W-F,M	1235A-135A	LATE LATE	:30	\$60.00	09/05-09/10	2 P3	1	2	\$120.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*12	W-F,M	530P-6P	NEWS	:30	\$400.00	09/05-09/10	2 P3	1	2	\$800.00	
				Sales Remark: V3 ADD								
				V3 Added								
	*13	W-F,M	430P-5P	NEWS	:30	\$300.00	09/05-09/10	1 P4	1	1	\$300.00	
				Sales Remark: V3 ADD								
				V3 Added								

W-74

---REPORT TOTALS---

Rep Order# 9810509 Ver# 3 Status Revised  
EC'd No

Traffic Order#

Printed: 09/04/2012 1:32 PM  
Last Received: 09/04/2012 12:50 PM  
Showing Buylines: All Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 41 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,670.00  
Sales Totals: 41 / \$19,670.00  
Station Totals: 41 / \$19,670.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+



Rep Order# 9810509 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/04/2012 11:46 AM  
Last Received: 09/04/2012 11:24 AM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M	7A-8A	EARLY SHW	:30	\$190.00	09/05-09/10	4	1	4	\$760.00	
	2	W-F,M	630A-7A	NEWS	:30	\$325.00	09/05-09/10	4	1	4	\$1,300.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$190.00	09/05-09/10	4	1	4	\$760.00	
	4	SU	630P-7P	NEWS	:30	\$550.00	09/09-09/09	1	1	1	\$550.00	
	5	W-F,M	6P-630P	NEWS	:30	\$650.00	09/05-09/10	4	1	4	\$2,600.00	
	6	W-F,M	7P-730P	INSIDE	:30	\$650.00	09/05-09/10	4	1	4	\$2,600.00	
	7	W-F,M	730P-8P	ET	:30	\$750.00	09/05-09/10	4	1	4	\$3,000.00	
	8	W-F,M	1135P-1235A	LETTERMAN	:30	\$375.00	09/05-09/10	4	1	4	\$1,500.00	
	9	W-M	11P-1135P	NEWS	:30	\$1,100.00	09/05-09/10	6	1	6	\$6,600.00	

---REPORT TOTALS---

Rep Order# 9810509 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/04/2012 11:46 AM  
Last Received: 09/04/2012 11:24 AM  
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/05/2012 - 09/10/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 35 / \$19,670.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$19,670.00  
Sales Totals: 35 / \$19,670.00  
Station Totals: 35 / \$19,670.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,867	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	30%
		WKRC	27%	WLWT	25%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

# Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 1												
09/05/12	Wednesday	7:59:11 AM	:30	\$125.00	OHSB-T	CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	1	MWASH
09/06/12	Thursday	7:45:10 AM	:30	\$125.00	OHSB-T	CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	4	MWASH
09/07/12	Friday	7:29:26 AM	:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	3	MWASH
09/10/12	Monday	7:59:11 AM	:30	\$125.00		CBS This Morning	7:00 AM-8:00 AM	BROWN 4 SENATE		P-3	2	MWASH
											4	
Line: 2												
09/05/12	Wednesday	7:39:38 AM	:30	\$250.00	OHSB-T	6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-3	1	MWASH
09/06/12	Thursday	7:58:55 AM	:30	\$250.00	OHSB-T	6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday	7:50:52 AM	:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-3	4	MWASH
09/10/12	Monday	7:59:25 AM	:30	\$250.00		6a Good Morn Cincinna (6:30:00 AM-7:00:00 AM)	6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-3	2	MWASH
											4	
Line: 3												
09/05/12	Wednesday	8:37:37 AM	:30	\$125.00	OHSB-T	CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday	8:19:30 AM	:30	\$125.00	OHSB-T	CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday	8:58:56 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday	8:58:56 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	1	MWASH
											4	
Line: 5												
09/05/12	Wednesday	6:22:52 PM	:30	\$500.00	OHSB-T	6p Local 12 News at Six (6:00 PM-6:30 PM)	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday	6:12:38 PM	:30	\$500.00	OHSB-T	6p Local 12 News at Six (6:00 PM-6:30 PM)	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday	6:06:14 PM	:30	\$500.00		6p Local 12 News at Six (6:00 PM-6:30 PM)	6:00 PM-6:30 PM	BROWN 4 SENATE		P-3	2	MWASH
											3	
Line: 6												
09/05/12	Wednesday	7:28:39 PM	:30	\$400.00	OHSB-T	M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday	7:10:42 PM	:30	\$400.00	OHSB-T	M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	1	MWASH
09/07/12	Friday	7:04:56 PM	:30	\$400.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-3	2	MWASH
											3	
Line: 7												
09/05/12	Wednesday	7:47:22 PM	:30	\$400.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	4	MWASH
09/06/12	Thursday	7:35:00 PM	:30	\$400.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	3	MWASH
09/07/12	Friday	7:43:07 PM	:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-3	2	MWASH
											3	
Line: 8												
09/05/12	Wednesday	11:43:47 XM	:30	\$250.00	OHSB-T	Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	2	MWASH
09/06/12	Thursday	11:58:30 PM	:30	\$250.00	OHSB-T	Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	4	MWASH
09/07/12	Friday	11:25:15 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	3	MWASH
09/10/12	Monday	11:25:30 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	1	MWASH
											4	
Line: 9												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 9												
09/05/12	Wednesday	2:02:00 XM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	5	MWASH
09/06/12	Thursday	1:18:42 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6	MWASH
09/07/12	Friday	1:13:03 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2	MWASH
09/08/12	Saturday	1:18:55 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4	MWASH
09/09/12	Sunday	1:05:43 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1	MWASH
09/10/12	Monday	1:12:21 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3	MWASH
				\$4,800.00								6
Line: 10												
09/10/12	Monday	7:17:30 PM	:30	\$5,000.00		Bengals Regular Seaso	7:00 PM-10:00 PM	BROWN 4 SENATE		P-4	1	MWASH
				\$5,000.00								1
Line: 11												
09/07/12	Friday	1:49:04 XM	:30	\$60.00		M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	1	MWASH
09/10/12	Monday	1:51:13 XM	:30	\$60.00		M-Fri LF Rotator	12:35 XM-1:35 XM	BROWN 4 SENATE		P-3	2	MWASH
				\$120.00								2
Line: 12												
09/06/12	Thursday	5:42:22 PM	:30	\$400.00	OHSB-T	5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	2	MWASH
09/10/12	Monday	5:51:03 PM	:30	\$400.00		5p Billboard	5:30 PM-6:00 PM	BROWN 4 SENATE		P-3	1	MWASH
				\$800.00								2
Line: 13												
09/05/12	Wednesday	1:37:08 PM	:30	\$300.00	OHSB-T	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	BROWN 4 SENATE		P-4	1	MWASH
				\$300.00								1
Line: 14												
09/07/12	Friday	1:58:45 PM	:30	\$250.00		Letterman	1135p-1235a	BROWN 4 SENATE		P-3	1	MWASH
				\$250.00								1
Line: 15												
09/08/12	Saturday		:30	\$200.00		Sat 1135p-1205a	1135p-1205a	BROWN 4 SENATE		P-3	1	MWASH
				\$200.00								1
Line: 16												
09/07/12	Friday	5:28:09 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	BROWN 4 SENATE		P-3	1	MWASH
09/07/12	Friday	5:19:58 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	BROWN 4 SENATE		P-3	2	MWASH
				\$500.00								2
Line: 17												
09/07/12	Friday	5:35:50 AM	:30	\$200.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	BROWN 4 SENATE		P-3	1	MWASH
09/07/12	Friday	5:57:36 AM	:30	\$200.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	BROWN 4 SENATE		P-3	2	MWASH
				\$400.00								2
Line: 18												
09/07/12	Friday	5:04:57 AM	:30	\$200.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	BROWN 4 SENATE		P-3	2	MWASH
09/07/12	Friday	5:20:41 AM	:30	\$200.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	BROWN 4 SENATE		P-3	1	MWASH

[Filtered by: ] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 53876												
Line: 18												
				\$400.00							2	
				\$19,670.00							45	
				\$19,670.00							45	
				\$19,670.00							45	
				\$19,670.00							45	
				\$19,670.00							45	

[Filtered by: ] [Sorted by: Station]